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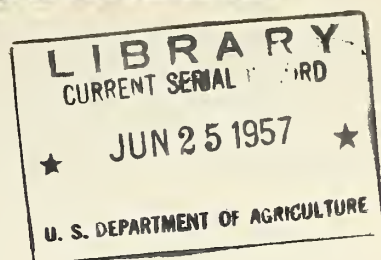
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Consumer Purchases of Selected FRUITS AND JUICES



in JANUARY

1957



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

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PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN JANUARY 1957

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

United States householders purchased less frozen concentrated juices, canned single-strength juices, and fresh citrus fruit in January 1957, than in January 1956. However, purchases of frozen concentrated lemonade and single-strength orangeade increased; and, among the single-strength juices, lemon, prune, and "other" juices not individually reported were purchased in greater quantity.

Citrus fruit and products were, in general, purchased by a smaller proportion of families in January 1957 than in the previous January, with but little change in the quantities purchased per buying family. Prices were up for most items.

Cumulative purchases through the first 4 months--October 1956-January 1957--of the 1956-57 season were down from the corresponding period a year earlier for fresh oranges and grapefruit, and for single-strength orange and grapefruit juices. About the same quantity of frozen orange concentrate was purchased, but purchases of fresh lemons and tangerines, frozen concentrated lemonade, and canned single-strength orangeade were up from the earlier period. Purchases of prune and "other" single-strength juices, not separately reported, were also up from the first 4 months of the previous marketing year.

Frozen Fruits and Juices, Refrigerated Juices and Aides: Household consumers purchased 4.9 million gallons of frozen concentrated orange juice in January 1957, slightly more than in the preceding month, but about 2 percent less than in January 1956. The decrease in volume of purchases was due to a smaller proportion of families buying the product as the average quantity purchased per buying family did not change. Prices paid averaged 16.3 cents per 6-ounce can, the lowest since July 1955.

Cumulative purchases of frozen concentrated orange juice during October 1956-January 1957 were almost identical with those for the same period a year earlier (fig. 4).

About 87,000 gallons of frozen concentrated grapefruit juice were purchased by householders in January 1957, with about 1.2 percent of the Nation's families buying the concentrate compared to less than 1 percent in December 1956. Data are not available for a year earlier.

Nearly 1.7 million gallons of chilled orange juice were bought by consumers in January 1957 compared to 1.6 million gallons in December 1956. Both total purchases of chilled orange juice and the quantity purchased per buying family have increased in each month over the preceding month since October 1956 when reporting was begun on this product. The average price paid --35 cents per quart--was down about 1 cent from the preceding month (table 1).

Householders purchased about 15 percent more frozen concentrated lemonade in January 1957 than in January 1956. The greater volume of purchases was due to an increase in both the proportion of families buying the product and in the average quantity purchased per buying family. Average prices paid were fractionally higher than in January 1956.

Nearly 4 percent more single-strength orangeade was purchased by consumers in January 1957 than in the same month a year earlier. The greater volume of purchases was due to an increase in the quantity purchased per buying family, as the proportion of families that bought the product decreased slightly. Prices paid were unchanged from a year earlier (table 1).

Frozen concentrated orangeade, shelf-pack orangeade, shelf-pack lemonade, and frozen single-strength lemon juice were bought by less than 1 percent of American families in January 1957.

Canned Juices and Fruit: Consumer purchases of canned single-strength orange juice in January 1957 were down 19 percent from January 1956 (fig. 6). The lower volume of purchases was solely due to a decrease in the proportion of families buying the product as the quantity purchased per buying family increased fractionally. Prices paid were up 2.3 cents per 46-ounce can from a year earlier, but were down 1.4 cents from the preceding month.

Cumulative purchases of single-strength orange juice through the first 4 months of the 1956-57 crop year were 21 percent behind purchases in the comparable period of a year earlier (table 2).

Purchases of single-strength grapefruit juice were down 10 percent in January 1957 from January 1956 as the proportion of families buying this product decreased more than enough to offset the effects of larger average purchases per buying family. Purchases were up from the preceding month. Prices paid were down slightly from the preceding month, but were up 3 cents per 46-ounce can from January a year earlier.

Cumulative purchases of grapefruit juice through January of the 1956-57 crop year were 12 percent behind purchases in the corresponding period of the 1955-56 crop year (table 2).

Householders purchased 32 percent more canned single-strength lemon juice in January 1957 than a year earlier. The larger volume of purchases resulted from increases in both the proportion of families buying and in the average quantity purchased per buying family. Prices were down slightly from a year earlier.

Consumers bought about 8 percent more prune juice in January 1957 than in January a year earlier, to continue the upward trend in volume of purchases. The increase in volume resulted from a larger average purchase per buying family, as the proportion of families buying the product declined. Prices paid were up 0.8 cent per 32-ounce bottle from January 1956. Purchases of prune juice in the 4-month period, October 1956-January 1957, were 10 percent greater than in the corresponding period a year earlier.

The quantity of tomato juice purchased by consumers in January 1957 was up 10 percent from the preceding month and equaled the volume purchased in January 1956. The proportion of families buying this product, however, decreased from January 1956 to offset an increase in the quantity purchased per buying family. Prices were up slightly.

About 3 percent less tomato juice was purchased in the 4-month period, October 1956-January 1957, than in the same period a year earlier.

Household consumers purchased 3 million cases (equivalent No. 2 cans) of all other juices not separately reported in January 1957, or 7 percent more than in January 1956.

Consumer purchases of grapefruit sections in January 1957 were up 7 percent from the preceding month. The proportion of families buying this product increased slightly, but the effect of that increase was partially offset by a decrease in the average quantity bought per buying family. Prices were down one-half cent per No. 303 can from December 1956 (table 2).

Fresh Fruit: Consumer purchases of fresh oranges in January 1957 were down more than 8 percent from both the preceding month and January 1956 (fig. 7). Cumulative purchases through the first 4 months of the 1956-57 crop year were down 12 percent or 1.2 million boxes from the corresponding period a year earlier. Most of these decreases were accounted for by lower purchases of Florida oranges (fig. 8).

The proportion of families that bought oranges in January 1957 was the lowest for January since reporting began in January 1949. Prices, on the other hand, were at record high levels for January (table 3).

About 10 percent less fresh grapefruit was purchased by householders in January 1957 than in January 1956; the quantity purchased, however, was up 10 percent from the preceding month. A smaller proportion of families bought grapefruit than in January 1956, but the quantity purchased per buying family remained the same. Prices paid for grapefruit were up 2.4 cents per dozen from January 1956 (table 3).

Cumulative purchases of grapefruit during the 4-month period, October 1956-January 1957, were 17 percent below purchases in the corresponding period of the 1955-56 crop year.

About 217,000 boxes of fresh lemons were purchased by household consumers in January 1957, virtually the same quantity as a year earlier (fig. 7). Prices averaged about 50 cents per dozen, the highest since July 1952.

Consumer purchases of fresh tangerines in January 1957 were down substantially from both the preceding month and January 1956. The quantity of tangerines purchased during the first 4 months of the 1956-57 season, however, was slightly greater than in the corresponding period a year earlier (table 3).

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, January 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1957	1956	1957	1956	Purchases		Quantity per purchase			1957	1956
					1957	1956	1957	1956			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange.....	27.9	29.5	4,945	5,043	2.2	2.3	20.8	19.9	6	16.3	16.6
Grapefruit.....	1.2	1/	87	1/	1.3	1/	13.9	1/	6	14.0	1/
Other concentrates.....	2/	2/	491	317	2/	2/	14.1	15.8	6	18.3	15.6
Total.....	29.7	31.3	5,523	5,675	2.4	2.5	19.8	19.1			
Refrigerated juice											
Chilled orange juice.....	3.2	1/	1,666	1/	3.4	1/	39.1	1/	3/	35.0	1/
Concentrated ades											
Frozen											
Lemonade.....	2.1	2.0	176	153	1.4	1.5	15.7	13.6	6	14.9	14.8
Shelf-pack											
Orangeade.....	4/	1.3	4/	113	4/	1.5	4/	15.2	6	4/	16.7
Single-strength ade											
Canned orangeade.....	2.6	2.9	393	379	1.8	1.8	74.1	65.4	46	27.9	27.9

- 1/ Data not obtained for this period.
2/ Information not available.
3/ Per equivalent quart.
4/ Too few purchases reported for analysis.

Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price, January 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1957	1956	1957	1956	Purchases		Quantity per purchase			1957	1956
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned fruit											
Grapefruit sections.....	5.3	2/	280	2/	1.4	2/	36.5	2/	3/ 16	18.1	2/
Canned juices											
Orange.....	8.0	10.1	871	1,081	1.7	1.7	55.0	54.9	46	35.0	32.7
Grapefruit.....	7.9	8.6	882	981	1.6	1.5	62.3	65.2	46	27.9	24.9
Lemon.....	2.1	1.7	45	34	1.3	1.3	14.4	13.8	5 ½	12.6	12.8
Prune.....	7.8	8.4	701	652	2.0	1.8	39.6	38.8	32	32.9	32.1
Tomato.....	17.8	19.2	1,777	1,777	1.6	1.5	54.7	53.4	46	28.2	27.5
Total 4/.....	47.2	48.4	7,293	7,349	2.7	2.7	50.1	50.8			

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Data not obtained for this period.

3/ Net weight 1 lb. (No. 303 can).

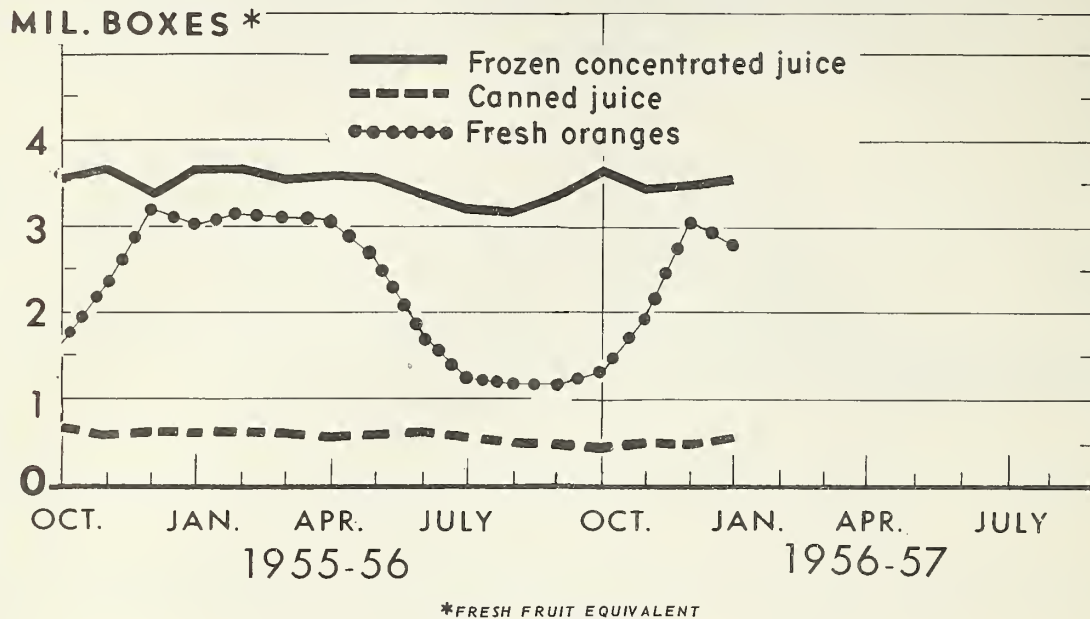
4/ Includes other canned single-strength juices.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, January 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona.....	20.1	21.2	978	1,063	1.7	1.6	11.4	12.1	52.4	47.4
Florida.....	19.2	21.1	1,269	1,427	1.9	1.9	14.9	14.5	35.8	37.5
Unidentified.....	9.9	10.5	388	407	1.4	1.4	11.9	11.4	42.7	40.8
Total 1/.....	43.4	45.2	2,772	3,008	2.0	2.0	13.2	13.0	41.8	41.4
Grapefruit										
California-Arizona.....	3.0	2.7	179	154	1.4	1.5	6.5	5.4	72.9	79.9
Florida.....	18.2	20.5	1,153	1,340	1.8	1.8	5.5	5.5	87.6	80.6
Unidentified.....	8.3	10.5	374	493	1.4	1.4	5.2	5.3	83.2	78.0
Total 1/.....	29.8	31.8	2,020	2,246	1.8	1.9	5.9	5.6	80.3	77.9
Lemons.....	16.5	17.2	217	218	1.5	1.5	5.9	5.9	50.1	48.1
Tangerines.....	15.5	17.5	856	1,040	1.5	1.6	13.1	12.5	31.7	32.3

1/ Includes small purchases of Texas fruit.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3776-57 (3) AGRICULTURAL MARKETING SERVICE

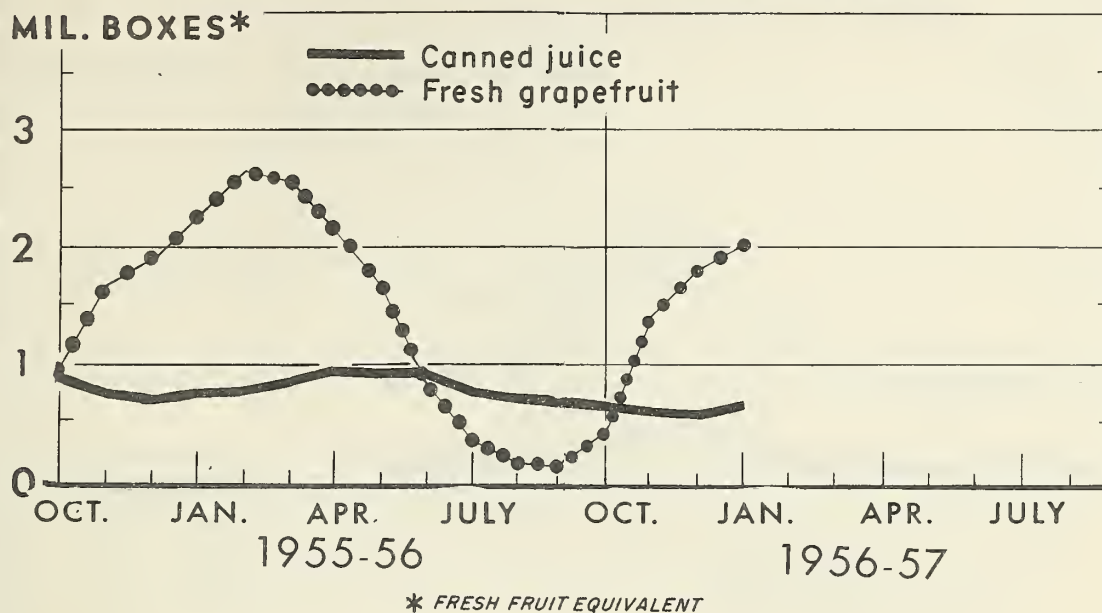
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,301	1,643	3,520	3,597	459	688	5,380	5,928
November.....	1,961	2,350	3,440	3,621	494	594	5,895	6,565
December.....	3,045	3,270	3,496	3,395	480	647	7,021	7,312
October-December 1/.....	7,058	8,020	11,350	11,471	1,558	2,088	19,986	21,579
January.....	2,772	3,008	3,531	3,671	516	648	6,819	7,327
February.....		3,142		3,649		645		7,436
March.....		3,126		3,569		612		7,307
October-March 1/.....		18,166		28,406		4,155		45,727
April.....		3,055		3,603		578		7,236
May.....		2,617		3,565		602		6,784
June.....		1,726		3,390		610		5,726
October-June 1/.....		26,041		34,916		6,078		67,035
July.....		1,268		3,201		534		5,003
August.....		1,160		3,147		484		4,791
September.....		1,129		3,310		499		4,938
Season 1/.....		29,875		45,455		7,480		82,810

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3777-57 (3) AGRICULTURAL MARKETING SERVICE

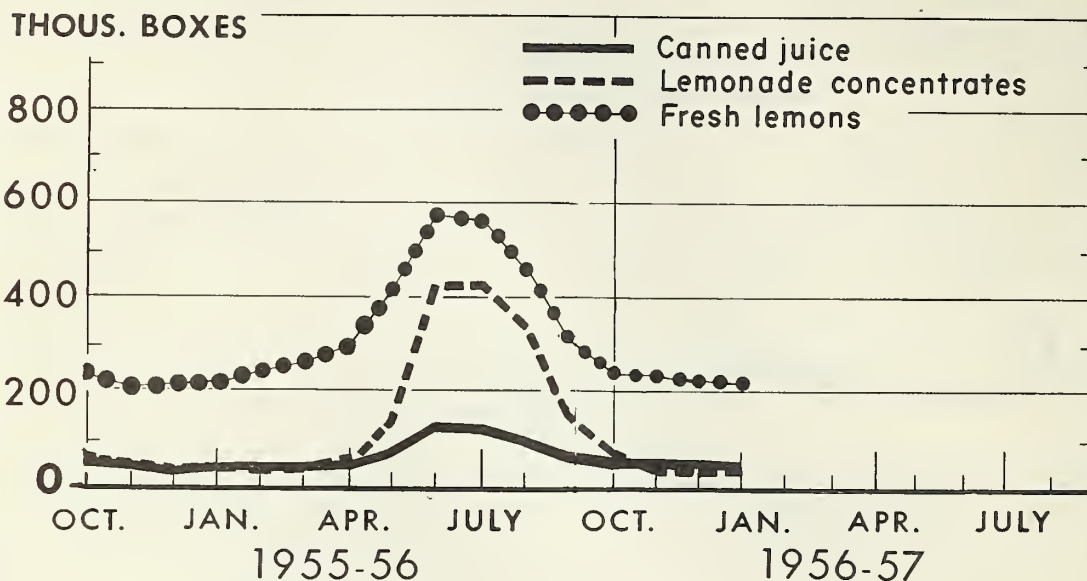
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes
October.....	444	984	674	813	1,118	1,797
November.....	1,359	1,695	620	674	1,979	2,369
December.....	1,839	1,932	502	732	2,431	2,664
October-December 1/.....	4,076	5,165	2,663	2,407	6,739	7,572
January.....	2,020	2,246	673	754	2,693	3,000
February.....		2,672		768		3,460
March.....		2,543		857		3,400
October-March 1/.....		13,370		5,006		18,376
April.....		2,165		940		3,105
May.....		1,668		926		2,594
June.....		860		940		1,800
October-June 1/.....		18,411		8,029		26,440
July.....		353		768		1,121
August.....		184		705		889
September.....		161		679		840
Season 1/.....		19,142		10,349		29,491

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3778-57 (3) - AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	248	228	53	39	74	49	75	53	376	320
November.....	232	207	44	35	31	37	32	39	308	281
December.....	223	216	50	36	35	31	36	34	309	286
October-December 3/.....	774	713	162	129	151	125	154	133	1,090	975
January.....	217	218	49	37	37	32	38	37	304	292
February.....		242		42		34		36		320
March.....		261		42		37		40		343
October-March 3/.....		1,492		262		236		255		2,009
April.....		288		46		58		59		393
May.....		416		71		135		138		625
June.....		573		124		410		425		1,122
October-June 3/.....		2,876		528		694		937		4,341
July.....		563		117		415		426		1,106
August.....		457		96		341		351		904
September.....		309		65		137		141		515
Season 3/.....		4,303		815		1,870		1,940		7,058

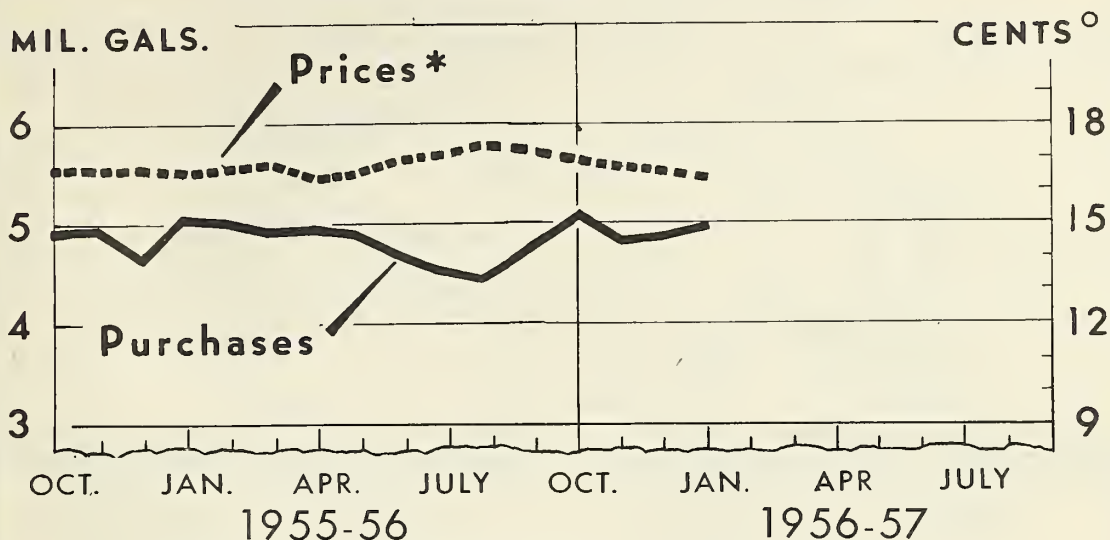
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3779-57,(13)

AGRICULTURAL MARKETING SERVICE

Figure 4

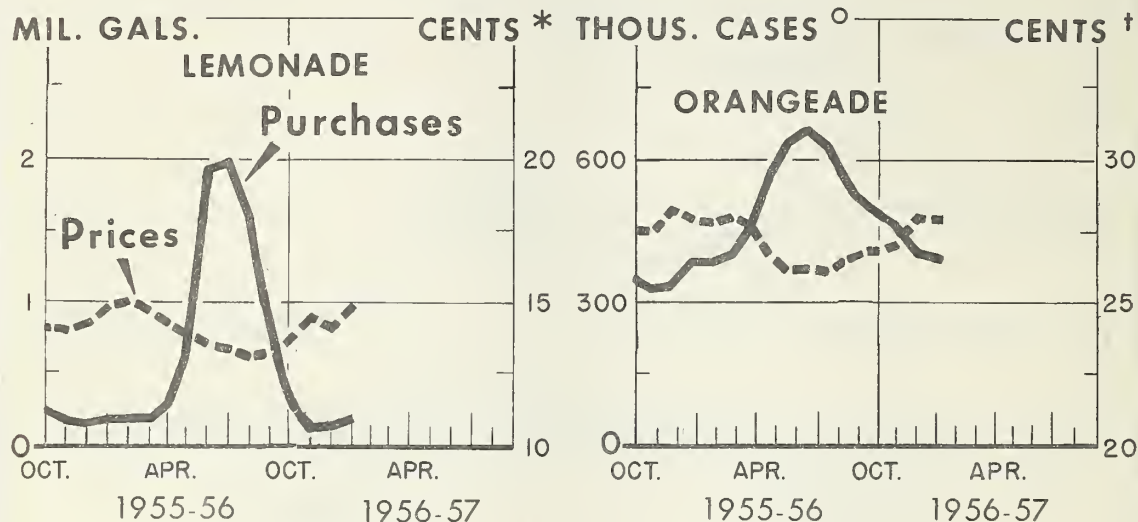
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

Period	Purchases		Average price per 6 oz. can	
	1956-57	1955-56	1956-57	1955-56
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October.....	5,070	4,962	17.0	16.6
November.....	4,818	4,995	16.7	16.6
December.....	4,896	4,683	16.6	16.7
October-December 1/.....	15,911	15,822		
January.....	4,945	5,043	16.3	16.6
February.....		5,012		16.7
March.....		4,903		16.8
October-March 1/.....		32,216		
April.....		4,970		16.4
May.....		4,917		16.5
June.....		4,676		16.8
October-June 1/.....		48,092		
July.....		4,515		17.0
August.....		4,439		17.3
September.....		4,669		17.2
Season 1/.....		62,957		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3780-57 (3)

AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

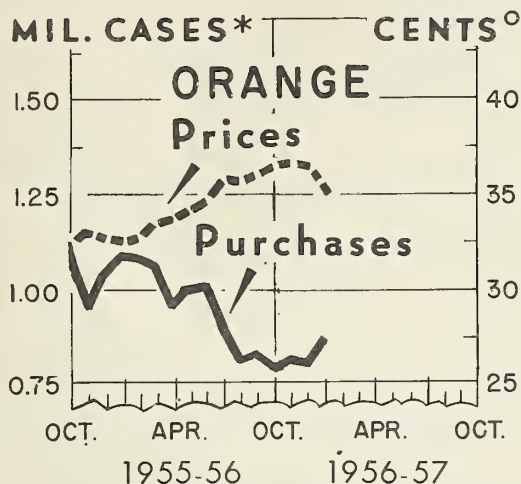
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	350	230	13.4	14.0	484	351	26.9	27.5
November.....	148	174	14.3	14.0	466	326	27.2	27.3
December.....	166	147	14.1	14.3	401	330	28.0	28.2
October-December 2/.....	715	593			1,428	1,071		
January.....	176	153	14.9	14.8	393	379	27.9	27.9
February.....		163		14.8		379		27.6
March.....		177		14.7		393		28.0
October-March 2/.....		1,121				2,348		
April.....		273		14.2		446		27.6
May.....		640		13.8		563		26.7
June.....		1,942		13.6		634		26.2
October-June 2/.....		4,239				4,106		
July.....		1,966		13.3		660		26.2
August.....		1,614		13.1		627		26.1
September.....		648		13.3		522		26.6
Season 2/.....		8,866				6,087		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

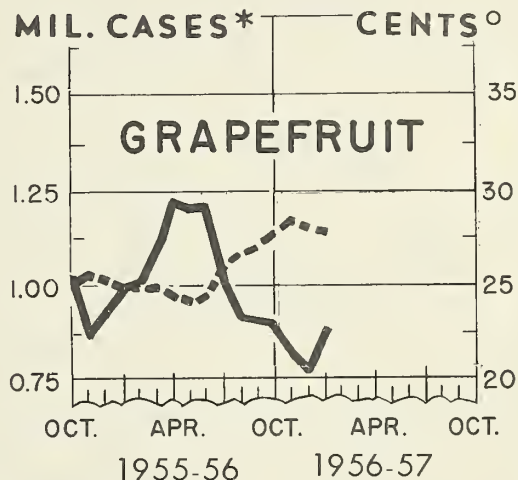
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3781-57 (3) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	775	1,104	36.4	32.3	884	1,033	27.9	25.3
November.....	834	954	36.6	33.0	813	857	28.6	25.5
December.....	810	1,038	36.4	32.8	776	930	28.1	25.2
October-December 2/.....	2,631	3,351			2,663	3,059		
January.....	871	1,081	35.0	32.7	882	981	27.9	24.9
February.....		1,077		33.1		1,025		24.8
March.....		1,021		33.5		1,114		24.8
October-March 2/.....		6,801				6,439		
April.....		960		33.5		1,223		24.5
May.....		1,000		34.2		1,204		24.4
June.....		1,013		34.5		1,221		24.6
October-June 2/.....		9,996				10,370		
July.....		898		35.7		1,007		26.0
August.....		814		35.6		924		26.6
September.....		839		36.2		890		27.3
Season 2/.....		12,751				13,410		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

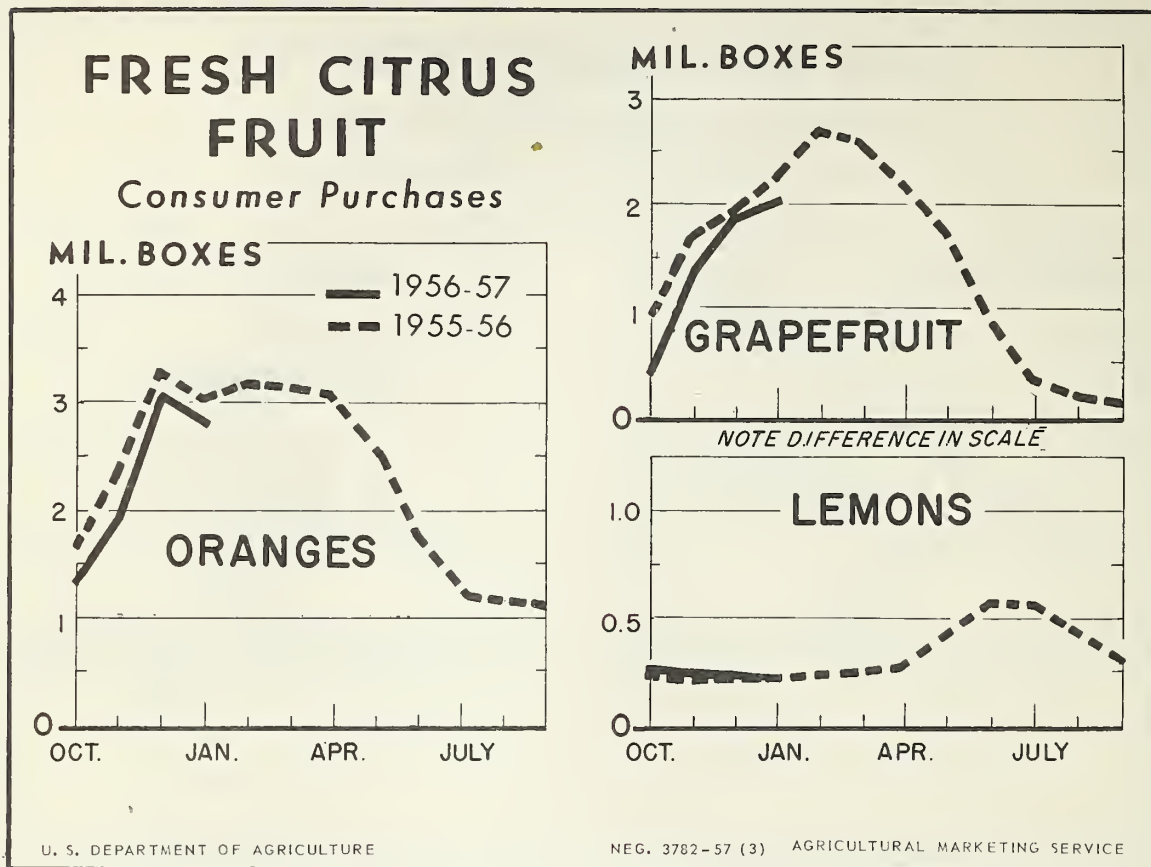


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,301	1,643	45.2	42.1	444	984	118.7	90.7	248	228	46.2	43.9
November.....	1,961	2,350	40.0	37.9	1,359	1,695	90.0	80.1	232	207	47.5	45.5
December.....	3,045	3,270	39.8	39.4	1,839	1,932	82.6	77.8	223	216	47.4	46.8
October-December 1/.....	7,068	8,020			4,076	5,165			774	713		
January.....	2,772	3,008	41.8	41.4	2,020	2,246	80.3	77.9	217	218	50.1	48.1
February.....		3,142		43.7		2,672		73.4		242		46.3
March.....		3,126		44.9		2,543		76.0		261		44.6
October-March 1/.....		18,166				13,370				1,492		
April.....		3,055		45.8		2,165		81.1		288		42.5
May.....		2,617		51.5		1,668		91.3		416		40.2
June.....		1,726		53.0		860		100.5		573		44.0
October-June 1/.....		26,041				18,411				2,876		
July.....		1,268		45.8		353		105.6		563		44.6
August.....		1,160		43.0		184		103.8		457		43.9
September.....		1,129		44.7		161		120.5		309		45.8
Season 1/.....		29,875				19,142				4,303		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

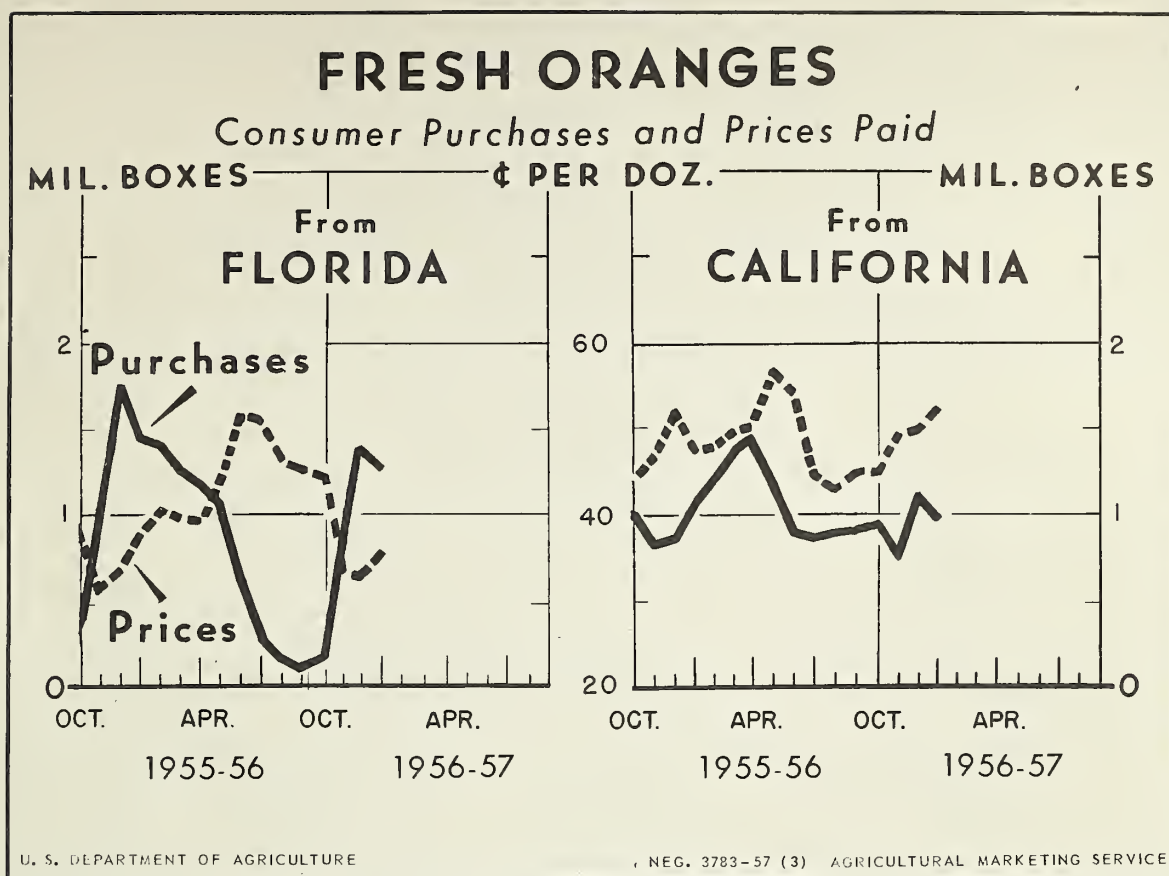


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	166	390	44.9	36.8	938	1,009	45.6	44.6
November.....	855	1,081	33.4	32.0	746	842	48.6	47.0
December.....	1,368	1,765	32.8	33.8	1,098	871	49.8	52.2
October-December 1/.....	2,750	3,618			3,024	2,953		
January.....	1,269	1,427	35.8	37.5	978	1,063	52.4	47.4
February.....		1,399		40.2		1,191		48.0
March.....		1,261		39.6		1,384		49.8
October-March 1/.....		8,070				6,944		
April.....		1,186		39.7		1,458		50.3
May.....		1,065		44.5		1,190		56.9
June.....		596		51.5		892		54.1
October-June 1/.....		11,137				10,679		
July.....		248		50.8		859		44.8
August.....		144		46.8		870		42.8
September.....		86		45.1		886		44.7
Season 1/.....		11,639				13,515		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

